BUSINESS & FACILITIES DEVELOPMENTS IN PUDUCHERRY (UT) RELIGIOUS TOURISM

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ABSTRACT

Tourism has become a global phenomenon in the last 50 years. Better and faster means of transport and communications have resulted in a massive movement of people. Today tourism with its rapid growth rate is not only a big business but is also the world's fastest growing industry next to petroleum. It represents the largest segment of invisible international trade and earnings. Tourism can be a small enterprise or a multi-million project, both labour intensive and capital intensive activity. Tourism industry besides exchange of ideas also generates foreign exchange. Thus, tourism industry is of paramount concern for India's economy as it is a major source of foreign exchange earnings and it can help core adverse trade balances and regional imbalances and create employment opportunities to give a direct stimulus to the socio-economic development of backward areas in our country. Puducherry is a fast growing region with development in industrial sector, agricultural sector and also tourism sector. Religious Tourism is developing in this region since last few years and attracting many tourists which emerged as one or the major sources of incomes to the government exchequer. The basic materials for tourism industry are culture, heritages, activities, Programmes, habitat, monuments and sculptures, etc. which Puducherry possesses abundantly and can be exploited for the betterment of the economy. On the above backdrop, present study was undertaken to evaluate the growth of tourism industry and its impact on the overall growth of the union territory. Day to Day Puducherry Religious Tourism destinations are improved and its development as well as availability or added some extra facilities in regular/seasonal times.

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INTRODUCTION

Religious tourism: As Travelling to sacred destinations is considered a composition of religious experience and journey, it can be characterizing as religious tourism. If religious tourism just considered as the religious journey, it would be impossible to pay attention to other dimensions and impacts of tourism such as economical or cultural influences therefore, this concept will be one-dimensional as it is suggested it can be ranged from secular to pilgrimage tourism. It has been known as the suitable way for economy growth and development and in order to culture or religious and also peoples attitude, fundamental of tourism will be framed and formed. In Puducherry Union Territory Religious tourism destinations are favourable and enclave tourism destination. So they extra business especially the festival time extra and its regular or temporary business opportunities are available to them Puducherry as a peaceful destination because there are many faith based, religious, worship destinations are many available such as meditation centres, ashrams, War memorial statues, Worship Places (temples, churches, Mosques & etc).

1.1 Objectives of the Study
The objectives of the studies are:

- To understand the relationship between the employment opportunities and its benefits of tourism at Puducherry (UT).
- To study find out the scenario, facilities and its development of tourism especially in Puducherry and Karaikal Region.
- To evaluate the studies and discuss about the Puducherry Union territory and French colonies tourism to them.
- To study the religious tourism sites and its employment opportunities, business in Puducherry.

1.2 Limitation of the Study
The Limitations of the studies are:

- They do not compare the all the all religious sites employments but with special reference to the famous and the favourable religious sites of Puducherry (UT).
- It will be compare the Puducherry Union Territory and they are compare the related business and employment opportunities and its connected.
- They are comparable to the tourism and its related industries developments, benefits of employment at Puducherry (UT).

1.3 Religious Tourism & Its Importance
Religious tourism has been considered as the physical travel for finding a truth and in search of some sophisticated answers for some important questions such as what is the meaning of life or even more specific questions like what is the meaning of my life. (Wilson et al., 2013). According to Olsen & Timothy (2006) religious tourism has been assumed as the oldest form of non-economic journeys and approximately 240 million of people visit holy places annually. Most of these people are Christian, Muslims and Visitors are interested to visit holy places for different reasons, as a contribution in
heritage or culture, for sense of curiosity or even to enjoy the landscape of that place or site (Wong et al., 2013). Drule et al. (2012) pointed out that the concept of tourism happens based on two main reasons. The first one rooted on internal stimuli and that force people to follow their motivations and try to gain what they desired such as pleasure seeking or recreation and etc. The second one occurs when people are fascinated by external factors and expectations such as the natural sources and etc. Even so it should be mentioned that these two factors are intertwined and intertwined and they should be considered and defined simultaneously. However, motivation has an important role on the tourism process and travelling. In term of pilgrimage and religious tourism, internal factors are considered as the main reasons and travel itself has fewer priorities for religious tourists (Drule et al., 2012). Drule et al (2012) stressed that the sense of being a better human is the main factor of religious journeys. The main importance of tourism and especially religious tourism has become manifest since human has been experienced the sense of curiosity in terms of knowledge about cultures, natures, shrines and etc. Necessity of tourism has been appeared based on the purpose of tourism and according to this concept; variety of this phenomena has been formed. The concept of travel helps people to gain a better understanding towards human values, common respect as long as economic growth and prosperity and religious tourism has been playing a deceive role for unifying humanity and bringing development in social scales and to build and reconstruct humans and human personality. Religious tourism is almost known as the oldest form of tourism and travelling and pilgrimage is considered as the heart of this phenomenon. Although in the past years, travel to holy places did not have reasonable and strong support but the main reason for such a movement has been considered faith and motivation (Tala & Padurean, 2008). Nowadays, the concept of religious tourism include a journey for making a strong relationship with others with like mind and strengthening and improving relationship and beliefs in a sophisticated way (Wong et al., 2013). Religious tourism witch sometimes named as a spiritual tourism has been achieved determinant role all around the world. Income and technology are brought to countries which are planned in the field of tourism and people were able to gain knowledge about other religious cultures (Tala & Padurean, 2008). Tourist behavior can be influenced by tourism and religious tourism; for example, destination and visitor product will be determined by the aim of journey and also based on form of tourism facilities must be provided for tourists. Religious tourism as any other form of tourism are seeking for customer and there should be competition for attracting more customers (Weidenfeld & Ron, 2008). Maybe it is imagined that religious tourism is only about Hajj and Pilgrimage and some other religious issues but some other complicated concepts are included. In Islamic point of view, the Islamic and secular style of life are strongly twisted and related together (Jafari & Scot, 2013). According to Zamani-Farahani & Musa (2012), religious can be imagined as a sophisticated way to influence on peoples mind and their behaviour. Religious tourism almost with the dawn of humanity, history human beings have travelled to holy sites. By the biblical period important religious centres had become not only a part of the cultural landscape, but they also had become
major players in the local marketing and important of the economy of those cites that hosted religious centres. In recent years, however religious travel and tourism has developed into a much larger and more segmented market, today religious travel includes multiple sub-niches that ranges from the classical/luxury of the market to back packaging and from religious institutional travel to volunteer oriented experiences meant to help those in some form of need. When thinking of religious tourism most communities tend to believe that this form of tourism does not apply to their locale, unless they are a major pilgrimage destination. However is not only destination oriented it can also imply attracting large segments of the market. Religious tourism is not only a visitation to a particular holy destination, but may also be travel for a humanitarian cause, for reasons of friendship or even as a form of leisure. Religious travel can be the primary reason for a trip but it can also be part of a trip and provide a destination with additional attractions. A common mistake is assuming that a traveler must be of a particular religion in order to visit a specific religious site. For example, although the Vatican holds special meaning for followers of the Catholic faith, millions of non-Catholics also visit the Vatican both for its spirituality and for its architectural beauty. The island of Curaçao is home to the Western Hemisphere’s oldest synagogue and this synagogue is not only a national monument for Curaçao but also one of its major tourism attractions both for all sects of the same religions.

Here are a few major things to consider regarding religious tourism and travel

- **Do not assume that faith based tourism is only for one segment of the market.** Faith based travel cuts across all ages and economic sectors. In fact, Faith based tourism, although often dominated by group or affinity groups is also gaining ground among the individual leisure travel. Especially among young people (who compose about one third of the faith-based visitors) there is a great number of people who seek spiritual aspects to their vacations. Think through what areas of your community offer a chance to increase self-awareness or spirituality. Because religious institutions often travel as groups, they are often able to offer less expensive packages for their constituents.

- **The religious and faith based market has the advantage of appealing to people from around the world, of all ages and of all nationalities.** Tourism and travel professionals should be aware that this market might well double by the year 2020. To add to this number many faith-based travelers prefer to travel in groups rather than as individuals.

- **Religious tourism is big business.** It is estimated that in the US alone some 25% of the traveling public is interested in faith-based tourism. When one adds to this the number of people who travel for faith-based conventions, and faith based activities such as weddings, bar mitzvahs or funerals, the number become extraordinarily large. World Religious Travel is one of the fastest growing segments in travel today. Religious travel is estimated at a value of US$18 billion and 300 million travelers strong.

- **Be aware that in unstable economic times religious travel is often less prone to economic ups and downs.** Because faith-based travelers are committed travelers they tend to save for these religious or spiritual experiences
and travel despite the state of the economy. Faith travelers tend to have different motives for travel then do travelers for other reasons. For example, the faith-based traveler often travels as part of a religious obligation, to fulfill a spiritual mission or to show support for a particular cause. During economically difficult times faith-based travel can provide a steady flow of income to a local tourism economy.

- **Although any tourism professionals should be able to handle this market those who have an appreciation of religion and spirituality tend to do best with travelers in this market.** It is essential to be sensitive to the great variety of special travel needs within this market. Among the things to consider are types of food served, types of music played and when activities take place. Be aware of religious calendars and specific travel prohibition days such as fast days. As in other forms of tourism it is essential to know your market. For example, airlines that do not offer vegetarian meals may lose a portion of the faith-based market whose religion has specific food restrictions.

- **Connect your local secondary industries with your faith-based tourism.** All too often the spirituality that visitors seek is lost at the level of supporting industries. During faith based tourism periods it is essential that hotels and restaurants connect with the arts and cultural communities to develop an overall faith based product rather than a mishmash of unrelated offerings.

- **Although Israel is the number one preference of western faith-based travelers followed by Italy and then England, faith-based tourism can exist almost anywhere.** There is no doubt that it helps to have a major religious center. Lack of a religious center does not mean however that a location cannot develop faith-based tourism. Florida has created its own Bible land, and multiple cities around the world have found ways to incorporate religious holidays into tourism product.

- **Even smaller tourism locations ought to consider dedicating at least some time to developing local faith-based tourism.** Often tourism professionals have little or nothing to do with the faith-based community other than knowing their own religion's leader(s). Take time to meet with local religious leadership, ask them if they attract visitors for family events, religious retreats, or faith-based study. Often these people feel disconnected from the tourism community and have a great deal of both marketing knowledge & expertise to share. While working with these religious leaders see if you can develop a joint business plan and never forget to ask them how you as a travel or tourism professional can be help to each one of them.

- **Be aware of new and exciting resources.** For examples the has a whole section dedicated to religious travel. Major religious institutions also maintain travel centers for people of their faith. The religious travel boom now also means it is easier for tourists to research their trips and find a vacation suited to their exact needs. Thus promote your faith based local companies. For example, list locations where kosher food is available, where travelers can find Christian
music and how travelers can visit local houses of worship, many of which are
great places to see special works of art or to learn about the local culture.

1.4 Development of Business and Infrastructures in Puducherry Religious
Tourism:

The Puducherry religious tourism destination mostly located in the urban areas as
well as the extra facilities of locale each destination specifically, so there are many
business centers are privately handled or the individually so the connected and its
easily quickly services marketed and its segmented in the field of business at the
religious tourism destinations, for example some of the business such as the catering,
electrical, decorating, building, security/protected, musically, praying, penancing, and
etc to them. In festival time many localized people, regional tourist and foreigners are
coming at the same time the tourists are mostly important to the cultural and religious
destinations but the all experiences and its problems, prospects are available in this
tourism activities for destination wise provide the opportunity, employment and its
entermment, relaxations to all of them. So they are purchasing, enjoyment purpose for
many cashes are spending, investment to be rotations at the same time foreigners wise
the currencies, money transfers. so the foreign exchange earning to the economy are
increasing

There are many business are mostly being simple and temporary works are them. This
is part of a series of articles that we are writing on commercial properties. We broadly
divide our commercial properties in to the areas of: the works are:

1. Retail: the retail or wholesale shops buying and selling works on the Pooja
   materials, entertainment materials, places histories and record materials are
   shops, large and small
2. Industrial Buildings: Warehouses, large and small and also from smallish
   workshops to large distribution centers.
3. Offices: From the small traditional building that has been converted into offices
to the large purpose built multi-story office block.
4. Statutory Bodies and Places of Worship: This can be anything from fire
   stations, to churches, chapels and places of worship.
5. Leisure / Hospitality: This seems to be an ever increasing area, ranging from
   public houses, sports centers, the care home sector and anything from B&B to
   hotels.
6. Flower Arrangements and Decorating: the puja or festivals time flowers are
   decorating, attaching, designing, attesting, and a sprinkling of water in
gardeners and sanities statues and etc. and flower sprinkling, powder sprinkling,
and so on these are small scale shower in with tourists or guests sprinkle the
new mom with the little necessities she needs for the new bundle of joy. It is
typically not a full blown “Shower” but just a light sprinkling of gifts.
7. Artistic Works: In religious sites at especially The graphic work, photograph,
sculpture, cultural activities, with "graphic work" further defined to include
paintings in the wall, drawings, diagrams, maps, charts, plans, engravings,
etchings, lithographs, woodcuts or similar in the shrines, monuments, and etc.
8. **Pest Controlling Works**: they carrying out professional assessments of the building, structure, materials any risk factors associated with older or historic buildings. Realistic expectations exploitations of timeframes involved carrying out treatments. Regular communication with relevant contact parish, livery, and etc. the surrounding physical environments are maintaining, protecting.

9. **A Musical Works**: it consists of the musical notes and lyrics in a musical corporation it be fixed dramatic and nondramatic works such as singing, thumping, and instrument air flooring and etc.

10. **Financial & Accounting Works**: they cash collecting of previous and current for seva of functions taxes and its crediting and debiting of them. At festivals time buying things prices and its blisters are maintaining and etc.

11. **Protecting and Security Works**: the tourism sites are protecting and security to architectures, building, people or tourists, statues. Idols and god and goddess statues shrines through polices, trust members, and etc. Especially extra employers are working and benefited to them.

12. **Marketing**: the marketing of the dollars, hand rope, photos, sticks, toys, dolls, favourable things, memorial things, Prsathas (Powder, water, Flower, Rice) and etc. in the religious tourism sites.

13. **Electrical and Electronic**: the festivals time electrical decorating lights, street lights and solar rights, fans, radio, are setting at the religious sites and etc. Facilities and Infrastructure in are arrangement the two category wise normal and its specialization or cost pricing wise. In religious Tourism sites. These are arrangements and its for the purpose of the advantages of the localized typically decorations but at the same time some instructions are some tourists are avoiding and awareness to them. There are many reasons of the decreases of the impacts, tourist’s arrival increases, Employers are invited, extra opportunities are adding, peoples are liking and so on. They starting in Puducherry each or every religious destination are built in the rural areas and the opening built and closing areas after the connectivity automatically the business sectors are increases to them. so after they developed for religious sites in all sects and religions, faiths, for example the Panchavadi Anjaneya temple the starting it’s a only openly the 36 feet monolithic statue only available but today the infrastructures to be covering many business such as the foot wearing security, selling, catering in any time (regular Field), parking, maintenance, and so on. They accessibility, accommodations, attractions, amenities wise there are many business opportunities are providing the employment sections.

**CONCLUSION**

Religious tourism is a form of and its connectivity to all sectors of the tourism field they are a big business of them. Employment and business is a one of the important to our life at the same time religious is a another way of life, so the religious tourism wise there are many employment opportunities are benefited to many person and many information’s are sharing in this sites. There are many practices are practice
and followed to them. So the religious tourism is a one of the important and big business and its benefited to them.

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